

# SOUTHEAST REGION

MINNESOTA SMALL BUSINESS  
DEVELOPMENT CENTER

2014 Annual Report



**366** Entrepreneurs/  
Businesses Served



**2,764** Total Hours of  
Consulting Services



**446** Jobs Created and Saved



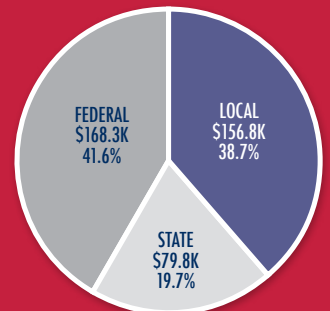
**\$9.4M** Capital Accessed for  
Business Investment



**19** New Businesses Created



**\$30.6M** Business Revenue Increased



**SOUTHEAST  
REGION SBDC  
BUDGET**



**HELPING BUSINESSES GROW AND SUCCEED**

**SOUTHEAST REGION MINNESOTA SBDC**

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# SOUTHEAST REGION

## 2014 SBDC Business Spotlight



### Alloy Wheel Repair Specialists

Jason Kothenbeutel spun his wheels a few years before he came up with his business idea.

While working as an automotive mechanic, he noticed that scratched and damaged rims on some cars reduced their value and made them more difficult to sell. That's when he had the idea to start a mobile auto rim repair business.

Kothenbeutel realized that there was a huge market for his great business idea, but that it wouldn't happen overnight. "I went to every bank in Rochester and got turned down at all but one. It took me almost a year to get financing," he said. His banker referred him to the Southeast Small Business Development Center (SBDC) where he met business consultant Rick Indrelie. Kothenbeutel explained the market niche he was after and Indrelie saw the possibilities. Indrelie helped to prepare a business plan and the financial documentation necessary to get things rolling to obtain financing.

After the loan was approved, Kothenbeutel purchased an Alloy Wheel Repair Specialist franchise and opened in Rochester. The business has grown every year since, including a recent opportunity to expand into the Twin Cities – St. Cloud

area. The franchise owner in the Twin Cities was retiring and offered to sell him the business. Once again, Kothenbeutel went to the SBDC for assistance. Indrelie assisted with determining a fair value of the business and proposing a loan structure to complete the purchase. Although it took many months of negotiating to finalize the deal with the seller, Kothenbeutel noted, "Going to the bank for a loan this time was much easier than the first time."

Today, Kothenbeutel has 4 territories in Minnesota. He has 5 mobile trailers that make direct service calls on vehicles. There are very few Alloy Wheel Repair Specialist franchises that have a store front, but he opened his first one in 2015.

The future for Kothenbeutel and the wheel repair business is wide open. The store front will open doors for new products and customers. The mobile repair units continue to stay busy and grow their customer base. The franchise has backed him 100 percent over the years and continues to support his future expansion plans. Kothenbeutel says the SBDC helped him shape the future of his business and he greatly appreciates the quality of the services he received.

Website: [www.awrswheelrepair.com/rochester.mn/](http://www.awrswheelrepair.com/rochester.mn/)

## SOUTHEAST REGION MINNESOTA SBDC FUNDING PARTNERS

### HOST INSTITUTION



### GOLD PARTNERS



### SILVER PARTNERS

504 Corporation • Community National Bank • Development Corporation of Austin  
Eastwood Bank • Faribault Chamber of Commerce • First Security Bank • First State Bank • Foresight Bank  
Greater Jobs, Inc. • Home Federal Savings Bank • Merchants Bank • Olmsted National Bank  
Peoples State Bank Plainview • Pine Island State Bank • State Bank of Faribault  
Think Mutual Bank • Winona National Bank

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